

**AMENDMENTS TO THE CLAIMS**

This listing of claims will replace all prior versions, and listings, of claims in the application:

**Please amend claim 68 as follows.**

**Listing of Claims:**

1. (Previously Amended) A computer-implemented method for offering a travel product for sale, comprising:
  - receiving a preferred travel product record and at least one alternate travel product record from an inventory database, the preferred and alternate travel product records being indicative of preferred and alternate travel products;
  - computing values to a seller associated with the preferred travel product record and the at least one alternate travel product record based on at least one travel product relation parameter;
  - selecting at least one alternate travel product based on the at least one received alternate travel product record, wherein the at least one alternate travel product provides a greater value to a seller if sold than the preferred travel product and is related to the preferred travel product by the at least one travel product relation parameter that is configured as an electronic data structure; and
  - transmitting an offer to sell the selected at least one alternate travel product.

2. (Original) The method of claim 1 further comprising receiving an acceptance to purchase the at least one alternate travel product.
3. (Original) The method of claim 2 further comprising receiving payment for the accepted at least one alternate travel product.
4. (Original) The method of claim 1 further comprising transmitting an offer to sell the preferred travel product.
5. (Original) The method of claim 1 wherein the preferred and alternate travel products are indicative of at least one of an airline ticket, a hotel room, a rental car, a cruise ticket and a train ticket.
6. (Original) The method of claim 1 wherein selecting the at least one alternate travel product having a greater value to the seller than the preferred travel product is based upon inventory data associated with the alternate and preferred travel products.
7. (Original) The method of claim 1 wherein selecting the at least one alternate travel product having a greater value to the seller than the preferred travel product is based upon profit margin data associated with the preferred and alternate travel products.
8. (Original) The method of claim 1 wherein selecting the at least one alternate travel product having a greater value to the seller than the preferred travel product is based upon a current load factor associated with the alternate and preferred travel products.

9. (Original) The method of claim 8 wherein the travel products have seating capacities, the current load factor being indicative of the current available seating capacity for a travel product.

10. (Original) The method of claim 1 wherein selecting the at least one alternate travel product having a greater value to the seller than the preferred travel product data entry is based upon a projected load factor associated with the alternate and preferred travel products.

11. (Original) The method of claim 10 wherein each travel product has a seating capacity, the projected load factor being an estimate of the available seating capacity for a travel product at the travel date.

12. (Original) The method of claim 11 wherein the projected load factor is based upon historical travel product data.

13. (Original) The method of claim 1 wherein selecting the at least one alternate travel product having a greater value to the seller than the preferred travel product is based upon a load factor discrepancy associated with the alternate and preferred travel products.

14. (Original) The method of claim 13 wherein each travel product has a seating capacity, and an optimal load factor and projected load factor based upon the seating capacity, the load factor discrepancy being based upon the difference between the optimal load factor and a projected load factor for a travel product.

15. (Original) The method of claim 13 wherein each travel product has a seating capacity, and an optimal load factor and projected load factor based upon the seating capacity, the load factor discrepancy being based upon a difference between the optimal load factor and a current load factor for a travel product.

16. (Original) The method of claim 1 further comprising selecting a benefit to be associated with the at least one alternate travel product.

17. (Original) The method of claim 16 further comprising transmitting an offer for the benefit.

18. (Original) The method of claim 17 wherein the selected benefit has an associated time duration for acceptance.

19. (Original) The method of claim 17 wherein the selected benefit comprises at least one of additional frequent traveling miles, a price discount, a traveling class upgrade and a package deal.

20. (Previously Amended) The method of claim 17 further comprising:

generating a benefit rating, wherein the benefit rating is based on a difference between the preferred travel product and the alternate travel product.

21. (Original) The method of claim 20 wherein the benefit is selected based on the benefit rating.

22. (Original) The method of claim 17 wherein the benefit is a package deal benefit to be associated with the alternate travel product, the package deal benefit including at least one additional travel product.

23. (Original) The method of claim 17 wherein the benefit is selected based upon a difference between the value of the alternate travel product and the preferred travel product.

24. (Original) The method of claim 1 further comprising receiving a travel inquiry that is indicative of a preferred travel product.

25. (Previously Amended) The method of claim 24 wherein the at least one alternate travel product is within a defined variation limit from the received travel inquiry.

26. (Original) The method of claim 25 wherein the defined variation limit is based on a difference between at least one of dates, times, classes, origin and destination of each alternate travel product and the travel inquiry.

27. (Original) The method of claim 1 further comprising:  
  
receiving a travel inquiry from a requester; and  
  
receiving an indication of a preferred benefit from the requester.

28. (Original) The method of claim 27 further comprising:  
  
storing the preferred benefit with an identifier of the requester;

receiving a second travel inquiry from the requester;

retrieving the stored preferred benefit based upon the identity of the requester; and

transmitting an offer for the preferred benefit with an offer to sell a second alternate travel product.

29. (Previously Amended) A computer-implemented method for offering a travel product for sale comprising:

receiving a travel inquiry indicative of a preferred travel product from a traveler;

transmitting the travel inquiry to at least one merchant server;

receiving at least one alternate travel product record from a merchant server, wherein the at least one alternate travel product record is based upon the travel inquiry, the alternate travel product record being indicative of an alternate travel product;

computing values to a seller associated with the travel inquiry and alternate travel products associated with the at least one alternate travel product record based on at least one travel product relation parameter;

selecting at least one alternate travel product based on the at least one received alternate travel product record, wherein the at least one alternate travel product provides a greater value to a seller if sold than the preferred travel

product and is related to the preferred travel product by the at least one travel product relation parameter that is configured as an electronic data structure;

transmitting an offer to sell the selected at least one alternate travel product to a traveler; and

receiving an acceptance to purchase the at least one alternate travel product from the traveler.

30. (Original) The method of claim 29 further comprising receiving a preferred travel product record from a merchant server, wherein the preferred travel product record is based upon the travel inquiry, the preferred travel product record being indicative of the preferred travel product.

31. (Original) The method of claim 30 further comprising selecting a benefit to be associated with the alternate travel product wherein the benefit is selected based on a difference between the preferred travel product and the alternate travel product.

32. (Original) The method of claim 31 further comprising transmitting an offer for the associated benefit.

33. (Previously Amended) A computer implemented method for purchasing a travel product, comprising:

submitting a travel inquiry that is indicative of a preferred travel product;

receiving an offer for at least one alternate travel product,  
wherein the at least one alternate travel product has a greater value to a seller if sold  
than a preferred travel product and is related to the preferred travel product by at least  
one travel product relation parameter that is configured as an electronic data structure,  
the at least one alternate travel product being based on the travel inquiry, and values  
to the seller computed for the at least one alternate travel product and the preferred  
travel product based on the at least one travel product relation parameter; and

transmitting an acceptance to purchase the at least one alternate  
travel product.

34. (Original) The method of claim 33 further comprising receiving  
an offer for a benefit associated with acceptance of the alternate travel product,  
wherein the benefit is based on a difference between the preferred travel product and  
the alternate travel product.

35. (Previously Amended) A computer implemented method for  
offering a travel product for sale, comprising:

receiving a travel inquiry indicative of a preferred travel product  
from a traveler;

querying at least one merchant server to select a preferred and an  
alternate travel product based on the travel inquiry;

receiving a preferred travel product record and at least one alternate travel product record from a merchant server, the preferred travel product record and alternate travel product records being indicative of travel products;

computing values to a seller associated with the preferred travel product record and the at least one alternate travel product record based on at least one travel product relation parameter;

selecting at least one alternate travel product based on the at least one received alternate travel product record, wherein the alternate travel product provides a greater value to a seller if sold than the preferred travel product and is related to the preferred travel product by the at least one travel product relation parameter that is configured as an electronic data structure; and

transmitting an offer to sell the selected alternate travel product to the traveler.

36. (Original) The method of claim 35 wherein the seller is a travel product seller.

37. (Original) The method of claim 35 wherein the seller is a central reservation system.

38. (Original) The method of claim 35 wherein the seller is a travel agent.

39. (Previously Amended) A system for offering a travel product for sale, comprising:

means for receiving a preferred travel product record and at least one alternate travel product record from an inventory database, the preferred and alternate travel product records being indicative of preferred and alternate travel products;

means for computing values to a seller associated with the preferred travel product record and the at least one alternate travel product record based on at least one travel product relation parameter;

means for selecting at least one alternate travel product based on the at least one received alternate travel product record, wherein the at least one alternate travel product provides a greater value to a seller if sold than the preferred travel product and is related to the preferred travel product by the at least one travel product relation parameter that is configured as an electronic data structure; and

means for transmitting an offer to sell the selected at least one alternate travel product.

40. (Previously Amended) A system for offering a travel product for sale, comprising:

means for receiving a travel inquiry indicative of a preferred travel product from a traveler;

means for transmitting the travel inquiry to at least one merchant server;

means for receiving at least one alternate travel product record from a merchant server, wherein the at least one alternate travel product record is based upon the travel inquiry, the alternate travel product record being indicative of an alternate travel product;

means for computing values to a seller associated with the travel inquiry and alternate travel products associated with the at least one alternate travel product record based on at least one travel product relation parameter;

means for selecting at least one alternate travel product based on the at least one received alternate travel product record, wherein the alternate travel product provides a greater value to a seller if sold than the preferred travel product and is related to the preferred travel product by the at least one travel product relation parameter that is configured as an electronic data structure;

means for transmitting an offer to sell the selected at least one alternate travel product to a traveler; and

means for receiving an acceptance to purchase the at least one alternate travel product from the traveler.

41. (Previously Amended) A system for purchasing a travel product, comprising:

means for submitting a travel inquiry that is indicative of a preferred travel product;

means for receiving an offer for at least one alternate travel product, wherein the at least one alternate travel product has a greater value to a seller if sold than a preferred travel product and is related to the preferred travel product by at least one travel product relation parameter that is configured as an electronic data structure, the alternate travel product being based on the travel inquiry, and values to the seller computed for the at least one alternate travel product and the preferred travel product based on the at least one travel product relation parameter; and

means for transmitting an acceptance to purchase the at least one alternate travel product.

42. (Previously Amended) A system for offering a travel product for sale, comprising:

means for receiving a travel inquiry indicative of a preferred travel product from a traveler;

means for querying at least one merchant server to select a preferred and at least one alternate travel product based on the travel inquiry;

means for receiving a preferred travel product record and at least one alternate travel product record from a merchant server, the preferred travel product record and alternate travel product records being indicative of travel products;

means for computing values to a seller associated with the preferred travel product record and the at least one alternate travel product record based on at least one travel product relation parameter;

means for selecting at least one alternate travel product based on the at least one received alternate travel product record, wherein the alternate travel product provides a greater value to a seller if sold than the preferred travel product and is related to the preferred travel product by the at least one travel product relation parameter that is configured as an electronic data structure; and

means for transmitting an offer to sell the selected at least one alternate travel product to the traveler.

43. (Previously Amended) Computer executable software code stored on a computer readable medium, the code for offering a travel product for sale, comprising:

code for receiving a preferred travel product record and at least one alternate travel product record from an inventory database, the preferred and alternate travel product records being indicative of preferred and alternate travel products;

code for computing values to a seller associated with the preferred travel product record and the at least one alternate travel product record based on at least one travel product relation parameter;

code for selecting at least one alternate travel product based on the at least one received alternate travel product record, wherein the at least one alternate travel product provides a greater value to a seller if sold than the preferred travel product and is related to the preferred travel product by the at least one travel product relation parameter that is configured as an electronic data structure; and

code for transmitting an offer to sell the selected at least one alternate travel product.

44. (Previously Amended) Computer executable software code stored on a computer readable medium, the code for offering a travel product for sale, comprising:

code for receiving a travel inquiry indicative of a preferred travel product from a traveler;

code for transmitting the travel inquiry to at least one merchant server;

code for receiving at least one alternate travel product record from a merchant server, wherein the at least one alternate travel product record is based upon the travel inquiry, the alternate travel product record being indicative of an alternate travel product;

code for computing values to a seller associated with the travel inquiry and alternate travel products associated with the at least one alternate travel product record based on at least one travel product relation parameter;

code for selecting at least one alternate travel product based on the at least one received alternate travel product record, wherein the at least one alternate travel product provides a greater value to a seller if sold than the preferred travel product and is related to the preferred travel product by the at least one travel product relation parameter that is configured as an electronic data structure;

code for transmitting an offer to sell the selected at least one alternate travel product to a traveler; and

code for receiving an acceptance to purchase the at least one alternate travel product from the traveler.

45. (Previously Amended) Computer executable software code stored on a computer readable medium, the code for purchasing a travel product, comprising:

code for submitting a travel inquiry that is indicative of a preferred travel product;

code for receiving an offer for at least one alternate travel product, wherein the at least one alternate travel product has a greater value to a seller if sold than a preferred travel product, the alternate travel product being based on the travel inquiry and is related to the preferred travel product by at least one travel product relation parameter that is configured as an electronic data structure and values to the seller computed for the at least one alternate travel product and the preferred travel product based on the at least one travel product relation parameter; and

code for transmitting an acceptance to purchase the at least one alternate travel product.

46. (Previously Amended) Computer executable software code stored on a computer readable medium, the code for offering a travel product for sale, comprising:

code for receiving a travel inquiry indicative of a preferred travel product from a traveler;

code for querying at least one merchant server to select a preferred and at least one alternate travel product based on the travel inquiry;

code for receiving a preferred travel product record and at least one alternate travel product record from a merchant server, the preferred travel product record and alternate travel product records being indicative of travel products;

code for computing values to a seller associated with the preferred travel product record and the at least one alternate travel product record based on at least one travel product relation parameter;

code for selecting at least one alternate travel product based on the at least one received alternate travel product record, wherein the at least one alternate travel product provides a greater value to a seller if sold than the preferred travel product and is related to the preferred travel product by the at least one travel product relation parameter that is configured as an electronic data structure; and

code for transmitting an offer to sell the selected at least one alternate travel product to the traveler.

47. (Previously Amended) A computer readable medium having computer executable software code stored thereon, the code for offering a travel product for sale, comprising:

code for receiving a preferred travel product record and at least one alternate travel product record from an inventory database, the preferred and alternate travel product records being indicative of preferred and alternate travel products;

code for computing values to a seller associated with the preferred travel product record and the at least one alternate travel product record based on at least one travel product relation parameter;

code for selecting at least one alternate travel product based on the at least one received alternate travel product record, wherein the at least one alternate travel product provides a greater value to a seller if sold than the preferred travel product and is related to the preferred travel product by the at least one travel product relation parameter that is configured as an electronic data structure; and

code for transmitting an offer to sell the selected at least one alternate travel product.

48. (Previously Amended) A computer readable medium having computer executable software code stored thereon, the code for offering a travel product for sale, comprising:

code for receiving a travel inquiry indicative of a preferred travel product from a traveler;

code for transmitting the travel inquiry to at least one merchant server;

code for receiving at least one alternate travel product record from a merchant server, wherein the at least one alternate travel product record is based upon the travel inquiry, the alternate travel product record being indicative of an alternate travel product;

code for computing values to a seller associated with the travel inquiry and alternate travel products associated with the at least one alternate travel product record based on at least one travel product relation parameter;

code for selecting at least one alternate travel product based on the at least one received alternate travel product record, wherein the at least one alternate travel product provides a greater value to a seller if sold than the preferred travel product and is related to the preferred travel product by the at least one travel product relation parameter that is configured as an electronic data structure;

code for transmitting an offer to sell the selected at least one alternate travel product to a traveler; and

code for receiving an acceptance to purchase the at least one alternate travel product from the traveler.

49. (Previously Amended) A computer readable medium having computer executable software code stored thereon, the code for purchasing a travel product, comprising:

code for submitting a travel inquiry that is indicative of a preferred travel product;

code for receiving an offer for at least one alternate travel product, wherein the at least one alternate travel product has a greater value to a seller if sold than a preferred travel product and is related to the preferred travel product by at least one travel product relation parameter that is configured as an electronic data structure, the alternate travel product being based on the travel inquiry, and values to the seller computed for the at least one alternate travel product and the preferred travel product based on the at least one travel product relation parameter; and

code for transmitting an acceptance to purchase the at least one alternate travel product.

50. (Previously Amended) A computer readable medium having computer executable software code stored thereon, the code for offering a travel product for sale, comprising:

code for receiving a travel inquiry indicative of a preferred travel product from a traveler;

code for querying at least one merchant server to select a preferred and at least one alternate travel product based on the travel inquiry;

code for receiving a preferred travel product record and at least one alternate travel product record from a merchant server, the preferred travel product record and alternate travel product records being indicative of travel products;

code for computing values to a seller associated with the preferred travel product record and the at least one alternate travel product record based on at least one travel product relation parameter;

code for selecting at least one alternate travel product based on the at least one received alternate travel product record, wherein the at least one alternate travel product provides a greater value to a seller if sold than the preferred travel product and is related to the preferred travel product by the at least one travel product relation parameter that is configured as an electronic data structure; and

code for transmitting an offer to sell the selected at least one alternate travel product to the traveler.

51. (Previously Amended) A programmed computer for offering a travel product for sale, comprising:

a memory having at least one region for storing computer executable code; and

a processor for executing the program code stored in memory, wherein the program code includes:

code for receiving a preferred travel product record and at least one alternate travel product record from an inventory database, the preferred and alternate travel product records being indicative of preferred and alternate travel products;

code for computing values to a seller associated with the preferred travel product record and the at least one alternate travel product record based on at least one travel product relation parameter;

code for selecting at least one alternate travel product based on the at least one received alternate travel product record, wherein the at least one alternate travel product provides a greater value to a seller if sold than the preferred travel product and is related to the preferred travel product by the at least one travel product relation parameter that is configured as an electronic data structure; and

code for transmitting an offer to sell the selected at least one alternate travel product.

52. (Original) The programmed computer of claim 51 wherein the program code further includes code for receiving an acceptance to purchase the at least alternate travel product.

53. (Original) The programmed computer of claim 51 wherein selecting the at least one alternate travel product having a greater value to the seller than the preferred travel product is based upon inventory data associated with the alternate and preferred travel products.

54. (Original) The programmed computer of claim 51 wherein selecting the at least one alternate travel product having a greater value to the seller than the preferred travel product is based upon profit margin data associated with the preferred and alternate travel products.

55. (Original) The programmed computer of claim 52 wherein selecting the at least one alternate travel product having a greater value to the seller than the preferred travel product is based upon a current load factor associated with the alternate and preferred travel products.

56. (Original) The programmed computer of claim 53 wherein selecting the at least one alternate travel product having a greater value to the seller than the preferred travel product is based upon a projected load factor associated with the alternate and preferred travel products.

57. (Original) The programmed computer of claim 54 wherein selecting the at least one alternate travel product having a greater value to the seller

than the preferred travel product is based upon a load factor discrepancy associated with the alternate and preferred travel products.

58. (Previously Amended) The programmed computer of claim 55 wherein the program code further includes code for selecting a benefit to be associated with the alternate travel product.

59. (Original) The programmed computer of claim 56 wherein the program code further includes code for receiving a travel inquiry that is indicative of a preferred travel product.

60. (Previously Amended) The programmed computer of claim 59 wherein the at least one alternate travel product is within a defined variation limit from the received travel inquiry.

61. (Previously Amended) A programmed computer for offering a travel product for sale, comprising:

a memory having at least one region for storing computer executable code; and a processor for executing the program code stored in memory, wherein the program code includes:

code for receiving a travel inquiry indicative of a preferred travel product from a traveler;

code for transmitting the travel inquiry to at least one merchant server;

code for receiving at least one alternate travel product record from a merchant server, wherein the at least one alternate travel product record is based upon the travel inquiry, the alternate travel product record being indicative of an alternate travel product;

code for computing values to a seller associated with the travel inquiry and alternate travel products associated with the at least one alternate travel product record based on at least one travel product relation parameter;

code for selecting at least one alternate travel product based on the at least one received alternate travel product record, wherein the at least one alternate travel product provides a greater value to a seller if sold than the preferred travel product and is related to the preferred travel product by the at least one travel product relation parameter that is configured as an electronic data structure;

code for transmitting an offer to sell the selected at least one alternate travel product to a traveler; and

code for receiving an acceptance to purchase the at least one alternate travel product from the traveler.

62. (Previously Amended) A programmed computer for offering a travel product for sale, comprising:

a memory having at least one region for storing computer executable code; and a processor for executing the program code stored in memory, wherein the program code includes:

code for submitting a travel inquiry that is indicative of a preferred travel product;

code for receiving an offer for at least one alternate travel product, wherein the at least one alternate travel product has a greater value to a seller if sold than a preferred travel product and is related to the preferred travel product by at least one travel product relation parameter that is configured as an electronic data structure, the alternate travel product being based on the travel inquiry, and values to the seller computer for the at least one alternate travel product and the preferred travel product based on the at least one travel product relation parameter; and

code for transmitting an acceptance to purchase the at least one alternate travel product.

63. (Previously Amended) A programmed computer for offering a travel product for sale, comprising:

a memory having at least one region for storing computer executable code; and

a processor for executing the program code stored in memory, wherein the program code includes:

code for receiving a travel inquiry indicative of a preferred travel product from a traveler;

code for querying at least one merchant server to select a preferred and at least one alternate travel product based on the travel inquiry;

code for receiving a preferred travel product record and at least one alternate travel product record from a merchant server, the preferred travel product record and alternate travel product records being indicative of travel products;

code for computing values to a seller associated with the preferred travel product record and the at least one alternate travel product record based on at least one travel product relation parameter;

code for selecting at least one alternate travel product based on the at least one received alternate travel product record, wherein the at least one alternate travel product provides a greater value to a seller if sold than the preferred travel product and is related to the preferred travel product by at least one travel product relation parameter that is configured as an electronic data structure; and

code for transmitting an offer to sell the selected alternate travel product to the traveler.

64. (Original) The programmed computer of claim 63 wherein the seller is a travel product seller.

65. (Previously Amended) The programmed computer of claim 63 wherein the seller is a central reservation system.

66. (Original) The programmed computer of claim 63 wherein the seller is a travel agent.

67. (Previously Presented) A computer-implemented method for offering a travel product for sale, comprising:

receiving a travel record inquiry;

processing the travel record inquiry to determine a preferred travel product record and at least one alternate travel product record from an inventory database, the preferred and alternate travel product records being indicative of preferred and alternate travel products;

computing values to a seller associated with the preferred and alternate travel products based on at least one travel product relation parameter;

selecting at least one alternate travel product based on the travel record inquiry, wherein the at least one alternate travel product provides a greater value to a seller if sold than the preferred travel product and is related to the preferred travel product by the at least one travel product relation parameter that is configured as an electronic data structure; and

transmitting an offer to sell the selected at least one alternate travel product.

68. (Currently Amended) A travel product sale offering processor-implemented method for offering a travel product for sale, comprising:

receiving via a communications network from at least one customer an electronic travel inquiry related to a transportation ticket ~~from a requester via a communications network~~, the travel inquiry including at least

a preferred origin,

a preferred destination,

a preferred class,

a preferred travel date, and

a preferred travel time,

and the transportation ticket comprising at least one of an airline ticket, a train ticket, and a cruise ticket;

querying from a tolerance database an acceptable travel date range and an acceptable travel time range ~~from a tolerance database~~;

retrieving from a travel records database a plurality of alternative transportation ticket records ~~from a travel records database~~ based on the travel inquiry, wherein retrieving the plurality of alternative transportation ~~tickets~~ ticket records further comprises:

comparing by the processor an alternate origin associated with each of the plurality of alternative transportation ~~tickets~~ ticket records to the preferred origin,

comparing by the processor an alternate destination associated with each of the plurality of alternative transportation ~~tickets~~ ticket records to the preferred destination,

comparing by the processor an alternate travel date associated with each of the plurality of alternative transportation ~~tickets~~ ticket records to the preferred travel date,

comparing by the processor an alternate travel time associated with each of the plurality of alternative transportation ~~tickets~~ ticket records to the preferred travel time, and

retrieving by the processor only those alternative transportation ~~tickets~~ ticket records having alternate origins matching the preferred origin, having alternate destinations matching the preferred destination, having alternate travel dates within the acceptable travel date range ~~from~~ around the preferred travel date, and having alternate travel times within the acceptable travel time range ~~from~~ around the preferred travel time;

determining by the processor a preferred itinerary margin for the travel inquiry and an alternate itinerary margin for each of the plurality of alternative transportation ~~tickets~~ ticket records;

determining by the processor a preferred itinerary load factor discrepancy for the travel inquiry and an alternate itinerary load factor discrepancy for each of the plurality of alternative transportation ~~tickets~~ ticket records, wherein determining an itinerary load factor discrepancy further comprises:

querying an optimal load factor associated with a given  
itinerary,

querying a current load factor associated with the given  
itinerary,

querying historical sales data associated with the given itinerary,  
computing by the processor a projected load factor based on the  
current load factor and the historical sales data, and

computing by the processor the itinerary load factor as the  
difference between the optimal load factor and the projected load factor;

determining by the processor a value differential associated with the  
travel inquiry and each of the plurality of alternative travel ~~tickets~~ ticket records based on  
~~some~~ a combination of at least two of the preferred itinerary margin, the alternate itinerary  
margin, the preferred itinerary load factor discrepancy, and the alternate itinerary load factor  
discrepancy;

selecting at least one alternative travel ticket record from the plurality  
of alternative travel ~~tickets~~ ticket records having a largest value differential;

determining a date difference between the preferred travel date and an  
alternate travel date associated with the at least one alternative travel ticket record;

determining a time difference between the preferred travel time and an  
alternate travel time associated with the at least one alternative travel ticket record;

determining a class difference between the preferred class and an alternate class associated with the at least one alternative travel ticket record;

querying from a benefit rating database a benefit rating weighting schedule ~~from a benefit rating database~~;

computing by the processor a weighted benefit rating based on the weighting schedule, the date difference, the time difference, and the class difference;

querying a benefits database based on the weighted benefit rating;

retrieving at least one benefit for association with the at least one alternative travel ticket record based on the querying of the benefits database, wherein the benefit includes a conditional expiration feature that causes the benefit to expire within a predetermined time period unless the customer accepts the alternative travel ticket record within the predetermined time period; and

providing via the communications network the at least one benefit and the at least one alternative travel ticket record for review by the customer ~~via the communications network~~.